

**MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE
TOWN OF CLARKDALE HELD ON TUESDAY, NOVEMBER 20, 2012, IN THE MEN'S
LOUNGE OF THE CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET,
CLARKDALE, AZ.**

A Regular Meeting of the Planning Commission of the Town of Clarkdale was held on Tuesday, November 20, 2012, at 6:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

Planning Commission:

Chairperson	Jack Van Wye	Present
Vice Chairperson	Vic Viarengo	Present
Commissioners	Jorge Olguin	Present
	Ida-Meri deBlanc	Excused
	Dave Puzas	Present

Community Development Staff:

Community Development Director	Jodie Filardo
Senior Planner	Beth Escobar
Planner II	Guss Espolt

Others in Attendance: Robyn Prud'homme-Bauer. Phil Falbo.

1. **AGENDA ITEM: CALL TO ORDER:** The Chairperson called the meeting to order at 6:00 p.m.
2. **AGENDA ITEM: ROLL CALL:** The Community Development Director called roll.
3. **AGENDA ITEM: PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to **FIVE MINUTES**.

There was no public comment.

4. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of October 16, 2012**. The Chair entertained a motion to accept the minutes. Commissioner Puzas motioned to approve the Regular Meeting Minutes of October 16, 2012 as amended. Commissioner Viarengo seconded the motion. The motion passed unanimously.
5. **AGENDA ITEM: REPORTS:**

Chairperson & Members Special Events Report:

Commissioner Olguin updated the Commission on the sustainability values draft composed by Commissioner Olguin and Commissioner deBlanc. Commissioner Olguin informed the Commission the checklist is focusing on the environmental aspect of sustainability. The draft lists the critical primary topics identified as sustainability values.

**PLANNING
COMMISSION
November 20, 2012**

Commissioner Puzas asked for clarification on the final goal of the document. Commissioner Olguin stated that the document is designed to be informative and allow for creativity. It is designed to not be restrictive or voluminous. Director Filardo explained that this document will be used as a first step in guiding sustainable development. It will be included in the building permit packet, and other documents, to provide guidance. If this approach is not successful, staff and the Commission may look at codifying these standards in the future.

Chair Van Wye presented a concern about waste minimization and stated he would like something included in the document discouraging burning of waste materials.

Commissioner Olguin asked the rest of the Commission members to take a few days to reflect on the draft document, and send any comments to staff.

Director's Report:

Community Development Director presented the report as written:

- 1. Mountain Gate Subdivision:** Town staff met with BC Land Group on November 14 to continue discussions regarding revisions to the development agreement.
- 2. Tuzigoot River Access Point project:** Shephard Wesnitzer has been contracted to prepare improvement plans and construction estimates for the ADA components at the Tuzigoot RAP site.
- 3. Climate Adaption Project Support:** As a result of the Director's attendance at the recent workshop on climate change sponsored by the National Oceanic and Atmospheric Association, Arizona State University and University of Arizona, the Town was invited to apply for a technical assistance grant connecting climate researchers with practitioners. The grant is due by November 30th at 5 p.m. We are planning on writing an application to request research support for our water resource management program project planned to commence in January 2013. Funding decisions on the grant applications will be announced on January 4, 2013.
- 4. Economic Development:** At a special council meeting on November 1st, Arizona Commerce Authority representatives Keith Watkins, Senior Vice President, Economic Development and Rural Development and Ben Bronson, Manager, Rural Development gave a presentation to Town Council on their organization, their economic development tools, and some coming attractions from ACA. Several Planning Commissioners, Focused Future II Action Team members and property owners were in the audience. Questions on both the work of the agency and ways in which Clarkdale may engage with them were discussed. Overall, the presentation seemed well received. This presentation marked the kickoff of a two-day familiarization trip for the ACA team to introduce them to the assets of the Verde Valley.
The Focused Future Action Team held its last scheduled meeting on November 14, 2012 and finalized the draft Economic Development Plan. This will be presented to the public soon after the first of the year. The plan will then move forward to Town Council for adoption.
- 5. Wireless Communications:** Director Filardo and Senior Planner Escobar met with Adam Brixius of Clear Blue Services on October 31. Adam is working with A T & T to locate a cell tower in Clarkdale. A T & T has identified a ½ mile area around Scenic Drive as the ideal

**PLANNING
COMMISSION**

November 20, 2012

location for their cell tower. A commercially zoned property has been identified as the proposed location. Cell towers are permitted within a commercial zone with a conditional use permit. Adam will be submitting a variance request for review by the Board of Adjustment since A T & T will be requesting a height of 100 feet. The maximum height allowance in a commercial zone is 50 feet. We anticipate this submittal will be scheduled for a December hearing. Depending on the decision of the Board of Adjustment, A T & T will proceed to the Planning Commission with a CUP application.

NEW BUSINESS

6. AGENDA ITEM: WORKSESSION: Discussion/possible action regarding changing the time of the regular Planning Commission meetings from 6:00 p.m. to 4:00 p.m.

Commissioner Puzas motioned to approve changing the time of the regular Planning Commission meetings from 6:00 p.m. to 4:00 p.m. Commissioner Olguin seconded the motion. The motion passed unanimously.

AGENDA ITEM: PUBLIC HEARING: AN ORDINANCE AMENDING THE TOWN OF CLARKDALE ZONING CODE TO REVISE CHAPTER SEVEN – SIGN CODE TO ADD NEW SECTIONS 7-8-E: NEON; 7-8-G: PORTABLE; 7-8-L: SPECIAL EVENTS; 7-8-N: TEMPORARY SIGNS AND BANNERS FOR COMMERCIAL USES; 7-9 MAXIMUM SIGN SIZE FOR COMMERCIAL USES AND GENERAL REORGANIZATION AND REFORMATTING OF ENTIRE CODE.

Open Public Hearing: The Chairperson opened the Public Hearing.

Staff Report:

Background:

The Design Review Board and staff began discussions regarding proposed changes to Chapter Seven – Sign Code of the Zoning Code on June 6, 2012. Two subsequent worksessions, July 11 and October 3, were held with the Board. At the October 3 meeting, the Board recommended that the Planning Commission hold a public hearing on the proposed revised ordinance.

Per Section 17-5-3 of the Town Code, the Planning Commission shall hold zoning ordinance public hearings and make a recommendation to the Town Council.

Sign Code

Substantial changes are being recommended to the existing Sign Ordinance as well as changes to the formatting and organization of the Code. Changes being recommended include:

- The Purpose and Intent were combined for clarity, page 1.
- In this same section, a paragraph was added providing guidance for sign design.
- Section numbers have been changed throughout the document. The formatting matches the recently adopted subdivision code.
- Language was added requiring ongoing maintenance of existing signs. (Section 7-2-K)
- The Commercial Uses Section was created to address sign requirements for B & B's and Home Occupation uses. (Section 7-7)

**PLANNING
COMMISSION
November 20, 2012**

- A suggestion for landscaping or hardscaping of monument sign bases was added. (Section 7-8-B-3)
- Neon was added as a permitted type of sign. (Section 7-8-E)
- A Portable Sign section was added allowing A-frame signs in commercial zoning districts with specific requirements. (Section 7-8-G).
- The Projecting Signs Section was amended to allow projecting signs in all commercial districts. (Section 7-8-H)
- A Sign Walkers Section was added. (Section 7-8-K)
- A Special Events Section was added. This section will be referenced in the new Special Event Chapter of the Town Code. (Section 7-8-L)
- The Temporary Sign section was expanded to require a permit for this type of sign.
- A section was added regarding permitted signage in the 89A Corridor Commercial Overlay District per Chapter 3-14 of the Zoning Code. (Section 7-8-R)
- A new section was added changing the calculation for maximum sign size based on linear street frontage. (Section 7-9)

The cumulative maximum sign size includes all wall, window, projecting, and freestanding signage but not temporary or portable signs. This maximum will apply to commercial businesses only and not to subdivision signs, which already have specified size maximums, or to other types of permitted signs.

The new cumulative maximum sign size calculations connect allowable signage with the size and the street frontage of the building. The larger the property, the more signage is allowed. For example, businesses may develop along the SR 89A corridor similar in size to a Wal-Mart or a Target. The Wal-Mart in Cottonwood has extensive signage; however, it is not overwhelming because the signage is proportional to the size of the building and the relative length of the street. All signs, except temporary and portable signs, must receive Design Review approval based on specific criteria, including items such as architectural merit, proportion, pattern and spacing. These criteria will be used to ensure that the sign plan presented is well balanced in proportion to the structure and fits into the location.

The goal of the changes being recommended to the Sign Code is to encourage economic development while maintaining the Clarkdale small town character.

No changes to existing rights regarding signage are being recommended in the revised Sign Ordinance, so there are no Private Property Rights Protection Act (Prop 207) ramifications.

Recommendation:

Staff is requesting the Planning Commission recommend the revised ordinance move forward to the Town Council for approval and adoption.

Invite Public to Speak:

Robyn Prud'homme-Bauer, Chair of the Design Review Board and 16 year resident of Clarkdale, stated she was extremely happy with the progress of the proposed revisions. She emphasized that the changes being recommended try to support commercial businesses while encouraging design standards that reflect the character of Clarkdale.

Phil Falbo, 23 year resident and former Chair of the Design Review Board, also expressed his support for the proposed draft.

Close Public Hearing: The Chairperson closed the Public Hearing.

Commission Discussion:

Chair Van Wye asked for clarification regarding Section 7-2-C, regarding discontinued businesses. Staff stated that non-conforming signs could be obscured (covered in some way) while a building remains empty. Commissioner Viarengo asked for clarification regarding non-conforming signs. Staff stated that the non-conforming status would apply to any signs that qualify, whether they were permitted or not.

Chair Van Wye asked why illuminated signs were specifically not allowed for Home Occupation uses, but were not addressed specifically in the Bed & Breakfast section. Staff stated that they would receive feedback from the Design Review Board and update the code so that it is consistent.

The Commission had some general discussion regarding whether the code was specific enough. Staff explained the role of the Design Review Board in reviewing sign permits and how leeway has been built into the code to promote creativity and allow flexibility. Waivers to the code could be granted by the Board of Adjustment in special circumstances.

Chair Van Wye asked staff to clarify the language in Section 7-8-B.3 be clarified.

Chair Van Wye asked how the unwanted luminescence from neon signs would be controlled. Staff pointed out, Section 7-8-E.3 requires neon signs to be extinguished after business hours.

There was some discussion regarding Sign Walkers and the distraction they provide to drivers. Staff explained this use is permitted by state statute; therefore, the Town could not apply restrictions.

Chair Van Wye asked about awnings. Since awnings had not been discussed by the Design Review Board, staff will request input from the board regarding adding language permitting signage on awnings.

Chair Van Wye asked for clarification regarding the five-foot clearance requirement around portable signs and whether this meant 5 feet on either side. Staff will clarify this language to state that the requirement is to have a 5 foot pedestrian aisle around one side of a portable sign.

Commission Olguin asked how sign lighting is controlled. Director Filardo pointed out that all signs must comply with the Town's Lighting Ordinance, as stated in Section 7-3 of the draft sign ordinance.

Commission Action: Commissioner Puzas motioned to recommend to Town Council approval of the ordinance amending the Town of Clarkdale Zoning Code to revise Chapter Seven – Sign Code to add new sections 7-8: Neon; 7-8-G: Portable; 7-8-L: Special Events; 7-8-N: Temporary Signs and Banners for Commercial Uses; 7-9 Maximum Sign Size for Commercial Uses and general reorganization and reformatting of entire code, with additional amendments as directed by the

**PLANNING
COMMISSION**
November 20, 2012

Design Review Board regarding illuminated signs for Bed and Breakfast uses and signage on awnings. Commissioner Olguin seconded the motion. The motion passed unanimously.

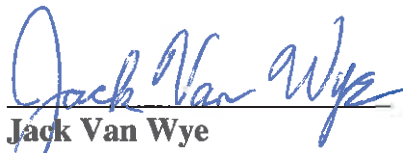
7. AGENDA ITEM: FUTURE AGENDA ITEMS:

A public hearing regarding the SR 89A alternative code will be scheduled for December 18.

A worksession regarding the Sustainability Values document will be scheduled for December 18, after the public hearing.

8. AGENDA ITEM: ADJOURNMENT: The Chair entertained a motion for adjournment. Commissioner Olguin motioned to adjourn the meeting. Commissioner Puzas seconded the motion. The motion passed unanimously. The meeting adjourned at 7:06 p.m.

APPROVED BY:



Jack Van Wye
Chairperson

SUBMITTED BY:



Beth Escobar
Senior Planner